

FROM THE I. B. S.

Number 3
September 25, 1945

In regard to the "WARNING!" at the bottom of the last newsletter in this series, we discover that RCA-Victor was in error. The Shostakovich Sixth Symphony, in the Victor library, has never been restricted by Am-Rus or anybody else. IBS stations are free to play it at any time, and Victor will now program it.

I am also glad to announce that IBS has now secured complete clearances from all the important US music publishers, for the performance of their music, in record, transcription, or live, without royalty payment, over every station in the IBS. David Linton is about to begin work on the thornier problem of drama royalties.

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The replies to Dave's football questionnaire have been pouring into IBS NY. The moment he returns from Chicago, where he is busily engaged adding Northwestern University to the IBS, he will line up IBS football broadcasting, and endeavor to adjust costs. Two more games should be added to Dave's schedule:

November 17	Harvard - <u>Brown</u>	
November 24	Swarthmore - <u>Haverford</u>	(Tentative)

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The Gruen contract runs until March, and your present "Tick-Tock" transcriptions are expected to last until then. If they show signs of wearing out, let me know immediately, and new copies will be shipped.

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Speaking of Gruen, I'd like to point out that in the past, IBS advertisers have had no fool-proof way of telling how well their commercials were pulling. Reports from local retailers are not always reliable, and student surveys (which are worth their weight in gold to IBSR) are not taken half often enough. So when your station engages in unsolicited promotion for accounts, and sends IBSR copies or photographs of such promotion, which can be shown to the agencies and advertisers, the latter are highly pleased (and renew).

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To the point, KTX at Stephens sent Lou Bloch a photograph of students looking at a display prepared by the station that noted the times the "Tick-Tock" commercial could be heard on the campus station. Gruen promptly ran the picture, and a story, in their retailers' magazine of July-August as a followup to an article which IBSR prepared for the May-June issue. This gave IBSR and IBS a big surprise, which Lou, himself, will show you shortly.

Promotional work such as this need not be elaborate. (WBRU at Brown puts out an excellent little newsletter and program schedule and mentions all its sponsors. A copy went to RCA, and they were very pleased.) For some reason, this sort of thing makes very good friends all around, and leads directly to contract renewals. So if you have been doing small promotional work of this sort, or plan to do it now, send us copies or pictures of the material. Don't hide your publicity under a bushel.

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For some time, we have been investigating the adaptability of the standard musical transcription library services to a college station. We now have the facts and figures on two services; Sesac and Standard. When we hear from the other two, NBC Thesaurus and Lang-Worth, we'll compile all the information and send it out.

The major problem, of course, is getting the companies to reduce their subscription price to a feasible level. How much would you be able to pay for an appropriate portion of a transcription service? Would \$15 a month be too high?

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In passing, word to Program Directors, from Dave Linton. The programs and program notes of the NBC General Motors Symphony are available free of charge from "Symphony Notes," 32nd Floor, International Building, Radio City, New York 20. You might wish to check with the "Notes" to avoid conflicts on your music programs, and more to the point, you will find it handy source material for your serious music scripts. Material therein is not copyrighted, and may be reproduced.

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Herewith is IBS' monthly financial statement
for September:

<u>Bank Balance</u>	<u>Estimated Income By March 1</u>	<u>Estimated Expenditures by March 1</u>
\$1,253.74	\$9,807.00	\$8,515.00

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(This estimate does not include the renewal of the
Helena Rubenstein contract, which expires in November,
or the RCA contract, which expires in January)

Through some crossed wires, CURC at Columbia University,
completing some carpentry work now finds itself with an
extra record cabinet of 1" pine, which it now offers to
any IBS member. The cabinet is brand new, 43" high, 15"
deep and 35" wide. It has no back (being placed against
the wall), three shelves 13" high, and 8 vertical plywood
partitions on each shelf, spaced 4" apart. The capacity
is about 250 12" records, and it will hold albums. The
price is \$35, with shipping costs assumed by CURC. I
feel like an auctioneer.

Lincoln Diamant
Business Manager

RSE 102-40-9/24/45